

# Fix It, Scale It, Systemize It

## 10 Point Checklist

**Chris Goegan**

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



**Marketing Speak**

HOSTED BY **STEPHAN SPENCER**



**“Business owners or sales professionals need to protect their time. Systems exist to allow time leverage and management.”**

**CHRIS GOEGAN**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Begin by differentiating my business. Before diving into traffic and lead generation, focus on identifying what makes my business unique.
- Categorize prospects into cold, warm, and hot. Develop distinct systems for each category, understand prospects' needs, and tailor my approach accordingly.
- Implement a three-legged stool approach. Embrace Michael Gerber's three-legged stool analogy for business success—lead generation, lead conversion, and client fulfillment.
- Evaluate my business processes with a color-coded assessment. Red signifies an ad hoc approach, yellow indicates a structured system with personal involvement, and green represents a fully automated and delegated system.
- Focus on my identity and worth. Overcome identity issues tied to the work I do. Letting go of control is crucial for business growth.
- Help clients scale and exit successfully. Provide a comprehensive system that includes assessment, planning, implementation, and optimization.
- Address mental factors for growth. Help myself and others transition from working for the business to having the business work for us.
- Tailor my services to different client categories. Structure into clients who want to grow, clients who need an exit, and clients launching a startup.
- Automate routine tasks, delegate responsibilities, and streamline my processes to free up valuable time for high-impact activities.
- Visit Chris Goegan's [website](#) to connect with him and find valuable resources, including his [3 Systems Guide](#).